

Missouri State Archives

Finding Aid [998.310]

MANUSCRIPT COLLECTIONS

Rockaway Beach Postcard Collection

Abstract: Postcards of Rockaway Beach on Lake Taneycomo in and around Taney County, 1900-1915.

Extent: 5 items

Physical Description: Postcards

Location: Missouri State Archives; Stacks

ADMINISTRATIVE INFORMATION

Alternative Formats: TIFs

Access Restrictions: None

Publication Restrictions: Standard copyright rules apply

Preferred Citation: [description of item], [date]; *Rockaway Beach Postcard Collection*, Record Group 998.310; Missouri State Archives, Jefferson City.

Acquisition Information: Gift with letter of intent; Accession #2003-0238

Processing Information: Processing completed by EW on 06/14/2017. Updated by EW on 10/30/2020 and 03/24/2021.

HISTORICAL AND BIOGRAPHICAL NOTES

Rockaway Beach was named by entrepreneur Willard Merriam after he bought approximately 600 acres of land that would end up being on the shoreline of Lake Taneycomo. The Lake was formed in Taney County, Missouri after Empire District Electric's Powersite Dam was completed on the White River in 1913. The area became an official town with a post office in 1917 or 1918. Tourists flocked to the new resorts built by Merriam and others and enjoyed recreational opportunities on the lake and surrounding land.

ADDITIONAL DESCRIPTIVE INFORMATION

Related Collections

(to Rockaway Beach and Powersite Dam)

MS264 Robert S. Wiley Collection

MS422 Powersite Dam Photograph Collection

(postcard collections)

MS207 Early St. Louis Postcards

MS294 Mary Alice Hansen Postcard Collection

MS329 Alice Fast Jefferson City Postcard Collection

MS360 Dr. Arnold G. Parks Jefferson City Postcard Collection

MS370 Miniature Kansas City Postcard Collection

MS398 Missouri Postcard Collection

MS411 Tim Dollens Postcard Collection

MS412 Gene Bushmann Postcard Collection

MS457 Missouri State Penitentiary Postcard Collection

MS501 Michael Ehrmann Postcard Collection

Additional External Resources

A history of Rockaway Beach:

<https://www.rockawaybeach-mo.org/history-of-rockaway-beach>

[Camp Ozark – Powersite Dam Photograph Collection](#) on Missouri Digital Heritage, contributed by the White River Valley Historical Society

The State Historical Society of Missouri in Columbia maintains the following collection:

[#R713 Ozark Mountain Lakes and Rivers, Inc. “White River Lakes of the Ozarks,” 1954](#)

VanBuskirk, Kathleen. “Powersite Dam.” [White River Valley Historical Quarterly](#). Vol. 8 No. 8 Summer 1984. Available online here:

<https://thelibrary.org/lohist/periodicals/wrv/v8/n8/s84g.htm>.

POSTCARDS, 1913-1951

Arrangement: None

Scope and Content

These are un-mailed postcards featuring Rockaway Beach on Lake Taneycomo. The Lake was formed around 1913 and the beach became a prominent tourist site within a few years. Images 3 and 5 are still under copyright and standard copyright rules apply.

Container List

Location	Box	Folder	Contents	Date
	101	21	Image #1: "An Evening Dip at Rockaway Beach" black & white photograph of swimmers and canoers in the water. Postcard is fragile and has water damage.	1913-?
	101	21	Image #2: "Whylaway, Summer Home of Willard Merriam at Rockaway Beach" black & white photograph of a home with rock walls, taken in the winter sometime.	1913-1923 ¹
	101	21	Image #3: "'Sadie H.' Boat, Lake Taneycomo" colorized postcard of a boat on the lake. Postcard by White River Art Station, Grace Flanagan, Branson, MO.	1930-1951 ²
	101	21	Image #4: "Ready for a Morning Canter at Rockaway Beach, MO" black & white photograph of people on horseback in a field. Postcard by Schuster Studio, Hermann, Mo.	1913-1918 ³
	101	21	Image #5: "Rockaway Beach, Missouri on Lake Taneycomo" panoramic black & white photograph taken from a high vantage point. Postcard by May Photo Company, Springfield, MO.	1934-1950 ⁴

¹Willard Merriam owned this building and many others in the Rockaway Beach Resort until his death on December 13, 1923. His wife took over operations of their numerous property holdings after his death.

²Grace Bishop married Earl Flanagan on March 22, 1930, which makes that the earliest date for this postcard. The back has a spot for a one-cent stamp, which was the postage rate up until January 1, 1952.

³Schuster Studio disappears from the newspapers after 1918 (but reappears in 1941).

⁴May Photo Company appeared in Springfield phone directories from 1934-1950.